



along Princess Avenue. The proposed sign's location relative to the Princess Avenue property line would therefore be consistent with the placement of buildings and signs within the area.

From the electronic sign and Residential zone separation perspective, pursuant to s. 23(h), 23.1 and 23.2 of the Zoning By-law, electronic signs are not compatible with the character of the area due to the surrounding residentially zoned and developed properties. The orientation of the sign directly facing the residentially zoned and developed properties across Princess Avenue will generate adverse lighting and visual impacts on those properties.

**2. *Will not be detrimental to the health or general welfare of people living or working in the surrounding area, or negatively affect other properties or potential development in the surrounding area;***

From a sign setback perspective, pursuant to s. 23(b) (Table 7) of the Zoning By-law, the existing sign already has a deficient setback from Princess Avenue and is encroaching into the Princess Avenue right-of-way. Despite the encroachment, the existing freestanding identification sign is not known to have any negative effects on the surrounding area. The setback location from the property line of the proposed sign (0.30m) is not anticipated to have negative effects. The variance process would help remedy the encroachment issues.

From the electronic sign and Residential zone separation perspective, pursuant to s. 23(h) and 23.2(b) of the Zoning By-law, the proposed location of the electronic sign will, on the other hand, generate a negative effect on nearby residentially zoned and developed properties. The juxtaposition of the electronic sign as proposed will directly face residential developments across the street (please see attached site visit photos). Although some of the properties are currently vacant, residential development is permitted and will likely be developed in the near future. When reviewing the application, other options were presented to the applicant to position the sign to not impact the residential developments. These options included orienting the sign to face directly east of the site along Princess Avenue, although this option would require reduction of the size of the proposed sign; or to relocate the sign further down the southeast corner of the property.

**3. *Is the minimum modification of a zoning by-law required to relieve the injurious effect of the zoning by-law on the applicant's property; and***

From a sign setback perspective, pursuant to s. 23(b) (Table 7) of the Zoning By-law, the proposed sign is to be located on an already established site, and there is limited room available between the church building and the Princess Avenue property line to locate a sign. The existing site conditions necessitate a variance to provide Christian Life Centre relief to install a sign on its property

From the electronic sign and Residential zone separation perspective, pursuant to s. 23(h) and 23.2 of the Zoning By-law, the subject property is surrounded by properties on three sides all zoned Residential Low Density Multiple Family and Residential High Density Multiple Family, and the closest Residential zoned properties to the proposed sign are on the south side of Princess Avenue. Regardless of where the electronic sign is located on the subject property, variance approval is necessary in order to install an electronic sign for this property.

**4. *Is generally consistent with the applicable provisions of the development plan by-law, the zoning by-law and any secondary plan by-law***

From a sign setback perspective, pursuant to s. 23(b) (Table 7) of the Zoning By-law, notwithstanding the Princess Avenue setback, the proposed sign structure appears to meet all other requirements in the Zoning By-law. There are no provisions about signage in general in the Development Plan, and no secondary plan applies to the subject property.

From the electronic sign and Residential zone separation perspective, pursuant to s. 23(h), 23.1 and 23.2 of the Zoning By-law, churches and some non-residential uses were permitted by right in Residential zones under a previous Zoning By-law, and it is permissible for an electronic sign to be located on residentially zoned properties where the principal uses are not residential in nature. The intent of the electronic sign regulations is to minimize the impact electronic signs would have on neighbouring properties, and especially on residential properties. The juxtaposition of the electronic sign, as proposed by the applicant, would not meet this intent.

### ***Commenting Agencies***

All comments received have been addressed.

### ***Public Outreach/Notification***

As required under s. 169 of The Planning Act, notice of this Public Hearing regarding this application was sent to owners of property within 100 metres (328 feet) of the subject property and notice posters were posted on the property. As of the writing of this report, the Planning & Building Safety Department did not receive any correspondence in favour or in opposition to the applications.

### **RECOMMENDATIONS:**

1. That the Combined Public Hearing for Conditional Use Application C-07-13-B and Variance Application V-09-13-B at 1539 Princess Avenue be concluded.
2. That Conditional Use Application C-07-13-B to allow for an Electronic Identification Sign at 1539 Princess Avenue (Lots 37/40, Block 54, Plan 2 BLTO exc. Nly 10' of Lot 37) be **rejected**.
3. That Variance Application V-09-13-B to reduce the minimum setback for a Freestanding Identification Sign from 1.5m to 0.3m be **approved** at 1539 Princess Avenue (Lots 37/40, Block 54, Plan 2 BLTO exc. Nly 10' of Lot 37) in accordance with the intent of the application, the attached letter of intent (A-4 & A5) and the attached site plan (B-2).
4. That Variance Application V-09-13-B to reduce to minimum required distance of an Electronic Identification Sign from a Residential Zone from 92.0m (301.8') to 10.0m (32.8') at 1539 Princess Avenue (Lots 37/40, Block 54, Plan 2 BLTO exc. Nly 10' of Lot 37) be **rejected**.